



## Housing Element Update

Thank you for joining the meeting, we will begin momentarily.

### Help Us Get to Know You!

Enter your name, zip code and contact information, in the chat box.

For the presentation, all other parties will be automatically muted.



# Housing Element Update

2021 - 2029

# Agenda



Housing Element Overview



2021-2029 Update



Data



Current Issues



Hear from YOU (Goals, Policies, and Programs)



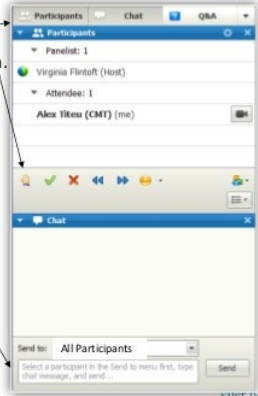
Schedule and Next Steps

### 3 ways to ask a question via Webex

❶ Under participants panel, raise your hand by clicking on the hand icon. If you have a phone icon beside your name we can unmute your line enabling you to ask your question "live"

❷ Type your question in the chat box, select "all participants" from the drop down and click "send"

❸ Type your question in the "Q & A" box



Raise your hand to participate "live"

Stay Engaged  
During the  
Webinar



Please offer any comments and questions in the "Chat Box".

# A Note About the Current Crisis

COVID-19 has dramatically altered our way of life and has exacerbated socioeconomic and public health issues we have faced before this pandemic—including poverty, housing insecurity, and inadequate health access. The recent events have shed light on the racial inequities that exist in our communities and throughout the country.

**This is an opportunity to think about how our policies and programs result in both long and short-term solutions to creating more livable communities, and the importance of having a safe and secure place to live.**



# What is a Housing Element?

Provides Policies and Programs that guide future housing growth

Identifies the City's Regional Share of housing by income category and the land available



# Components of a Housing Element



## HOUSING VISION

What would our city look and feel like if we met all our housing goals?

We are Here



## HOUSING LANDSCAPE

What are our housing needs? Who is our housing serving? Who is not having their housing needs met.



## CONSTRAINTS & RESOURCES

Have we planned to accommodate our needs? What existing housing stock needs to be preserved? What is stopping us from meeting our goals and why?



## ACTION PLAN

Goals policies and programs to shape future decision making. Programs that will help us realize our vision.

We are Here

# Regional Housing Needs Allocation (RHNA) 6th Cycle (2021-2029)



171,684 dus

Transit  
– 65%

Jobs –  
35%

Jurisdiction	TOTAL Allocation	Income Category									
		Very Low		Low		Moderate		Above Moderate		Very Low & Low	
		No.	%	No.	%	No.	%	No.	%	No.	%
Carlsbad	3,873	1,311	34%	784	20%	749	19%	1,029	27%	2,095	54%
<b>Chula Vista</b>	<b>11,105</b>	<b>2,750</b>	<b>25%</b>	<b>1,777</b>	<b>16%</b>	<b>1,911</b>	<b>17%</b>	<b>4,667</b>	<b>44%</b>	<b>4,527</b>	<b>41%</b>
National City	5,437	645	12%	506	9%	711	13%	3,575	66%	1,151	21%
San Diego	108,036	27,549	25%	17,331	16%	19,319	18%	43,837	41%	44,880	42%
San Marcos	3,116	728	23%	530	17%	542	17%	1,316	42%	1,258	40%
Unincorporated	6,700	1,834	27%	992	15%	1,165	17%	2,709	40%	2,826	42%
<b>REGION</b>	<b>171,686</b>	<b>42,332</b>	<b>25%</b>	<b>26,627</b>	<b>16%</b>	<b>29,734</b>	<b>17%</b>	<b>72,992</b>	<b>43%</b>	<b>68,959</b>	<b>40%</b>



Income Level	RHNA Allocation by Level	2013	2014	2015	2016	2017	2018	Total Units to Date (all years)	Total Remaining RHNA (2019-2021)
Very Low	3,209	69			22			91	3,118
Low	2,439	371			186			557	1,882
Moderate	2,257	302	11		2	13		328	1,929
Above Moderate	4,956	2,300	956	689	849	1,043	1,777	7,614	-2,658
TOTAL	12,861	3,042	967	689	1,059	1,056	1,777	8,590	4,271

Past Performance RHNA  
5<sup>th</sup> Cycle (2013-2020)



# Policies and Programs

Address important housing-related needs

Must address new State law requirements

Commits the City

Establish realistic timeframes

# Program & Policies Respond to New State Law



Rethink growth management policies and programs [SB 330](#)

Amend the Zoning Code, Specific Plans and other documents to:

- Accommodate special needs housing (e.g low barrier navigation centers, emergency shelters)
- Accessory Dwelling Units
- State Density Bonus (student housing, parking reductions, etc.)
- Design standards to be objective

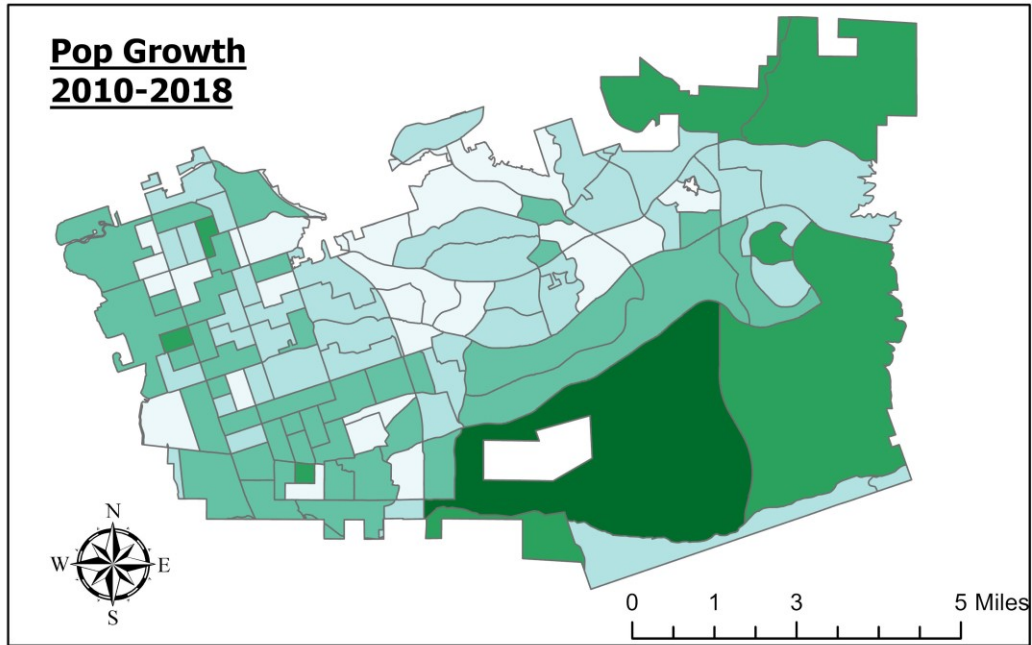
Affirmatively Furthering Fair Housing [AB 1771](#)

- Balanced Communities Policy (5% Low & 5% Moderate-Income)

Removal of Governmental Constraints [AB 879](#)

# Housing Needs Assessment

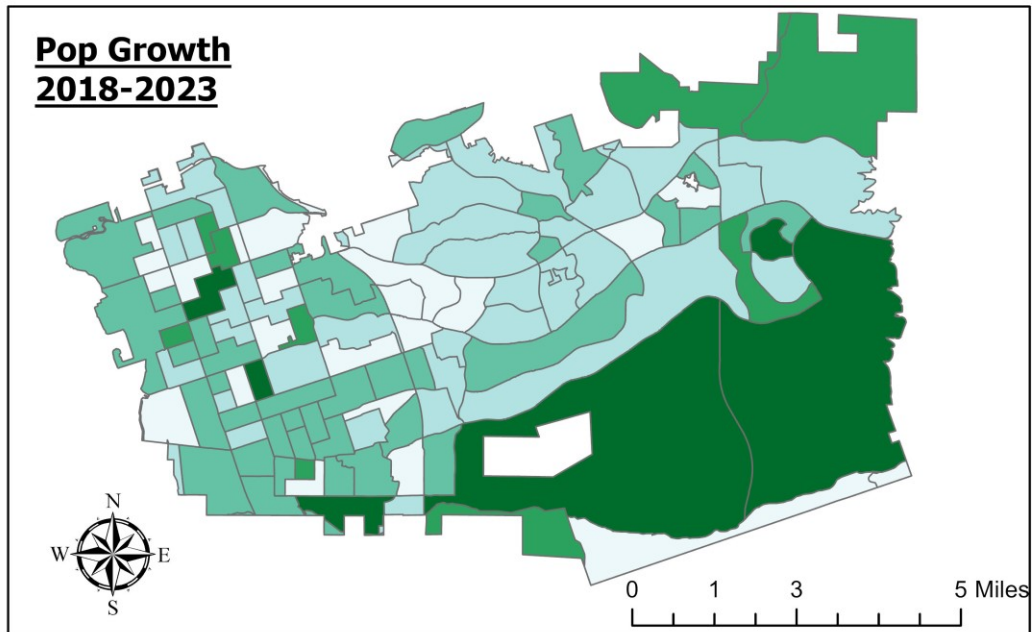
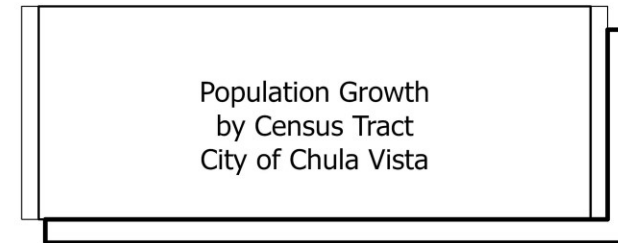
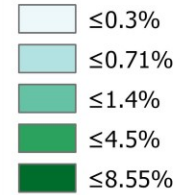
Who We Are



## Legend

Chula Vista

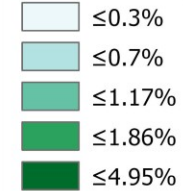
2010-2018 Population: Annual Growth Rate



## Legend

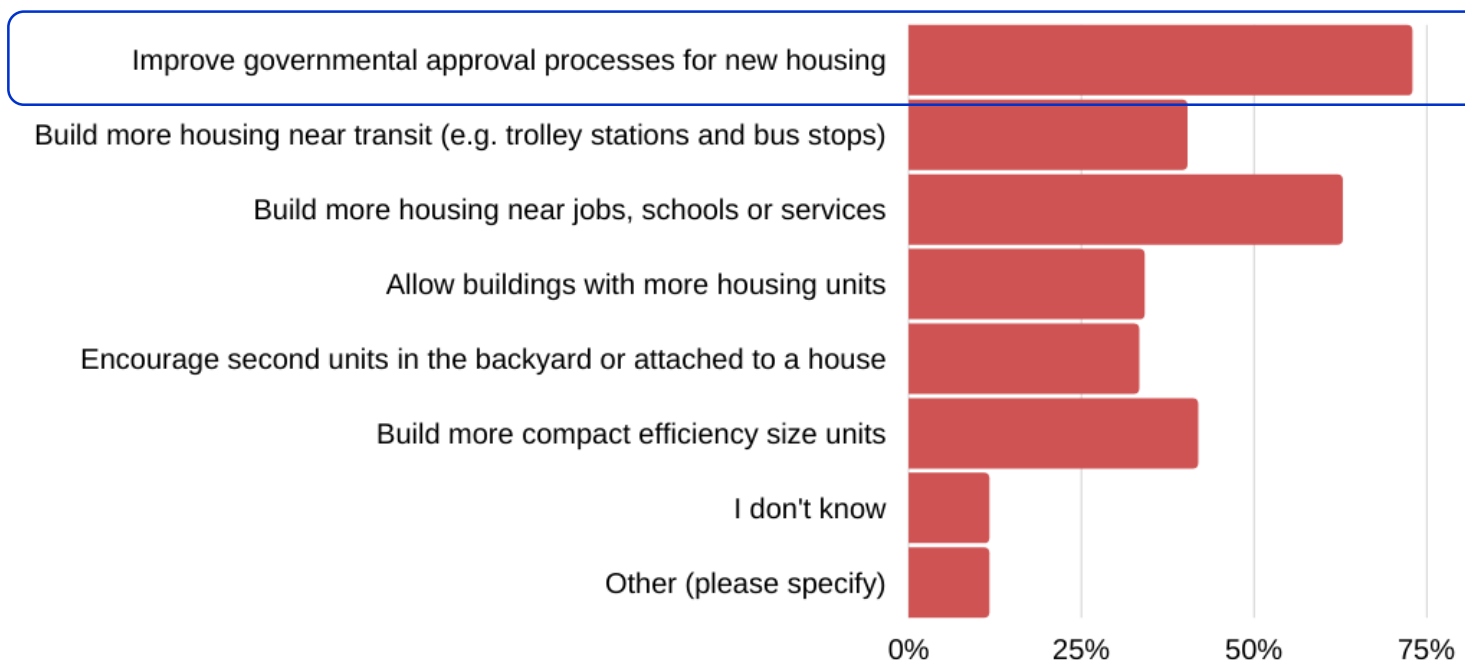
Chula Vista

2018-2023 Population: Annual Growth Rate



Source  
Esri, U.S. Census Bureau, (ACS)

## WHAT DO YOU THINK IS THE BEST STRATEGY TO BUILD MORE HOUSING FOR OUR GROWING POPULATION? (PLEASE CHOOSE UP TO 3.)





**2.8**

Average Household Size in  
San Diego County

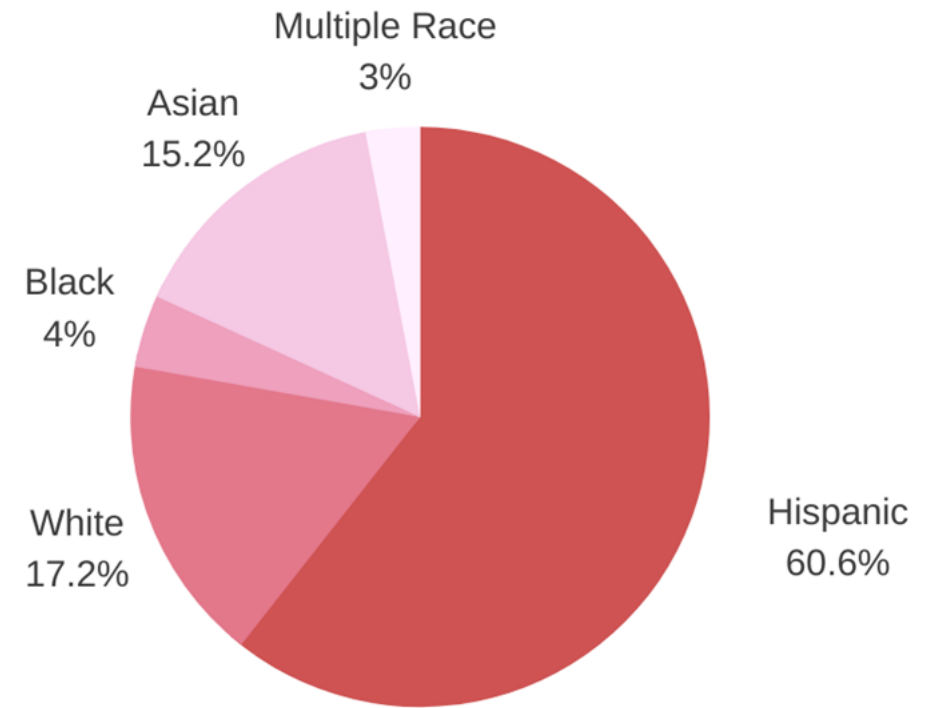


**3.3**

Average Household Size in  
Chula Vista

LARGE HOUSEHOLDS (4+ persons)	
Chula Vista	37%
San Diego	23%



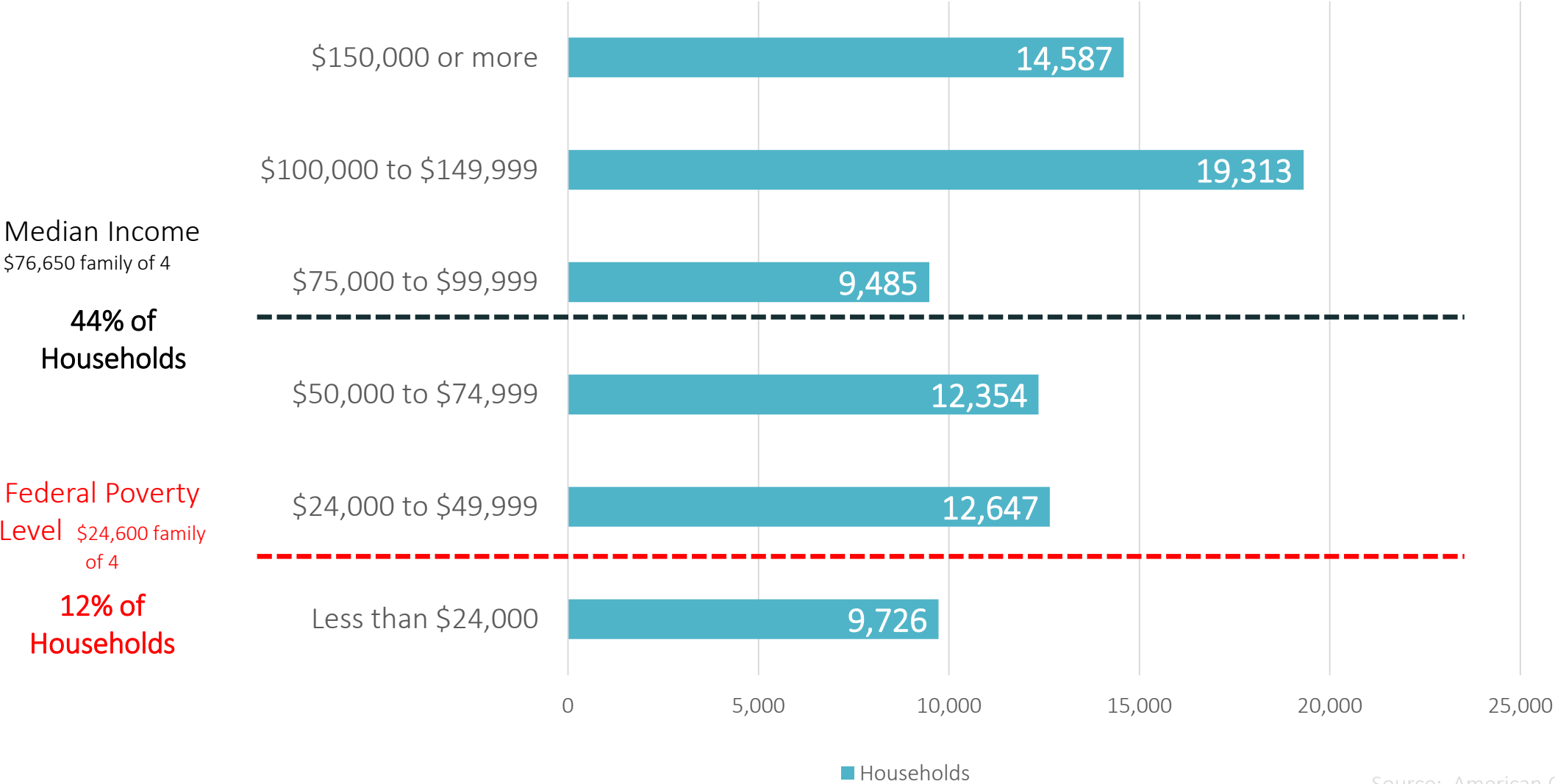


# Racial/Ethnic Composition

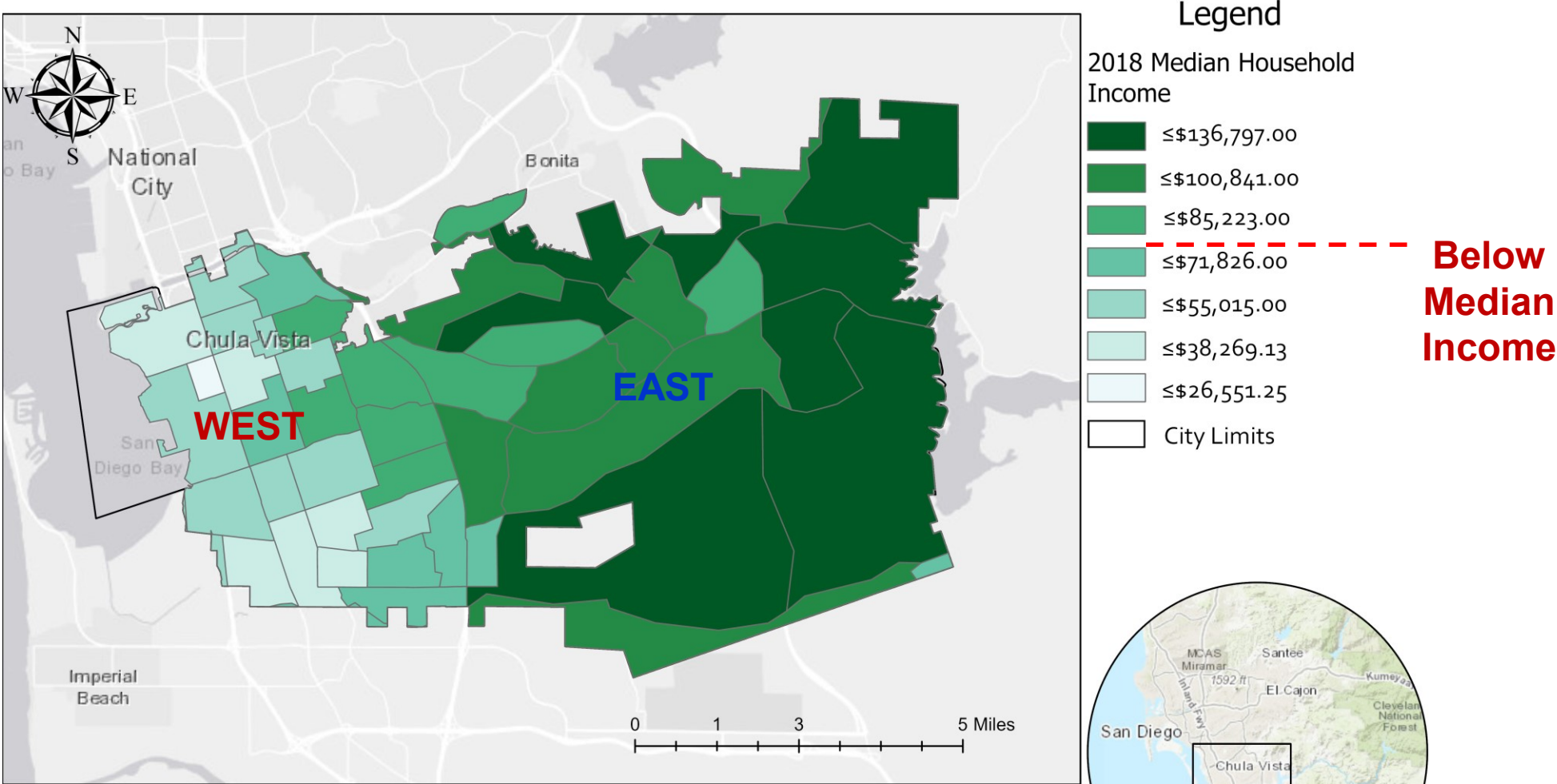
Source: American Community Survey 2017



# Household Income



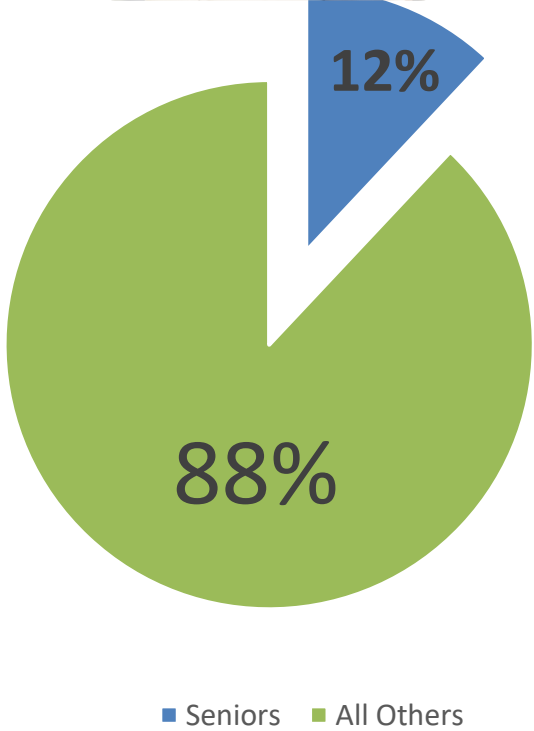
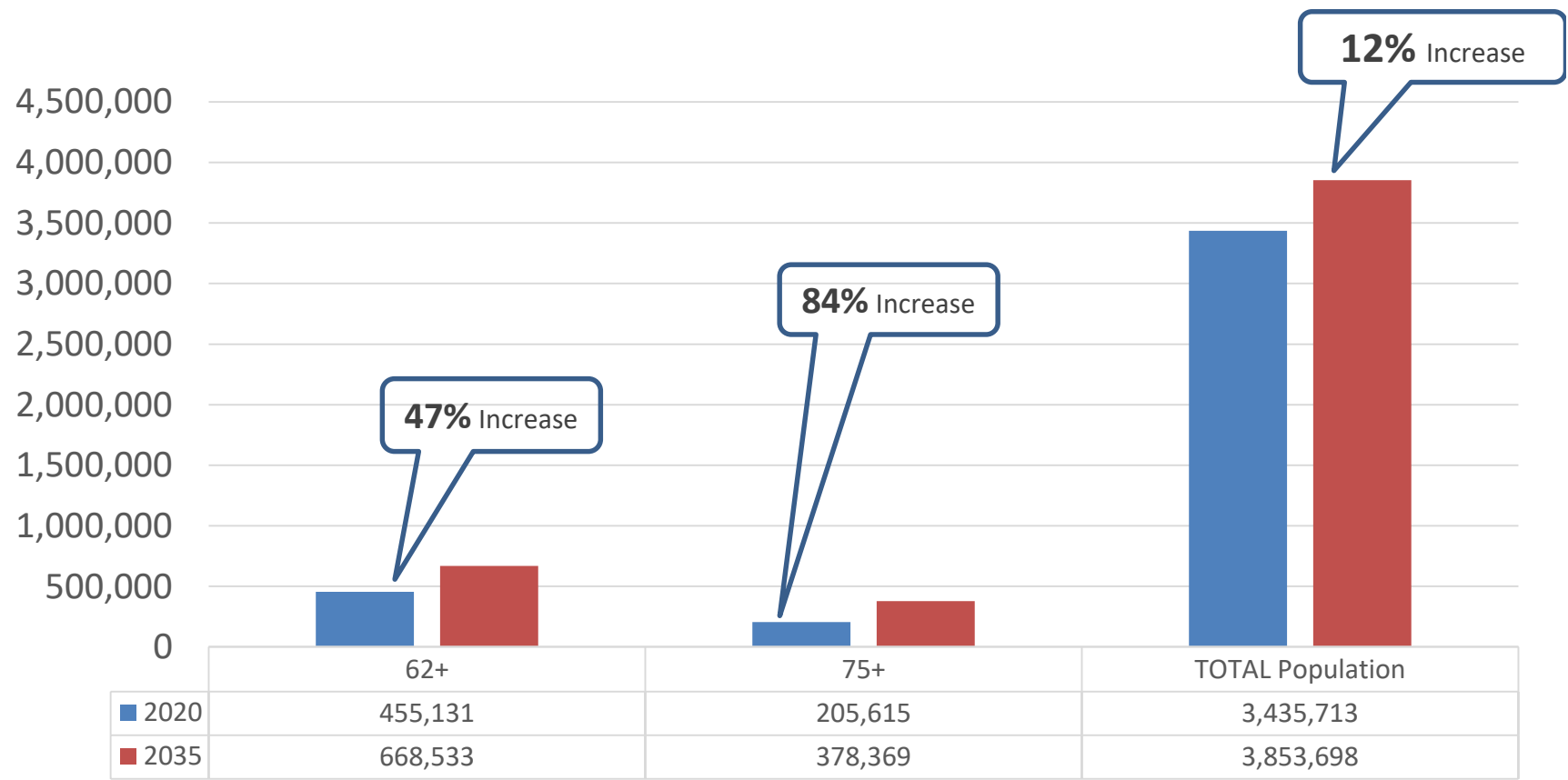
# Chula Vista Median Household Income



Source  
Esri, U.S. Census Bureau, American Community Survey,  
ACS 1 Year Estimates

# Seniors

## Growth in Population 2020-2035



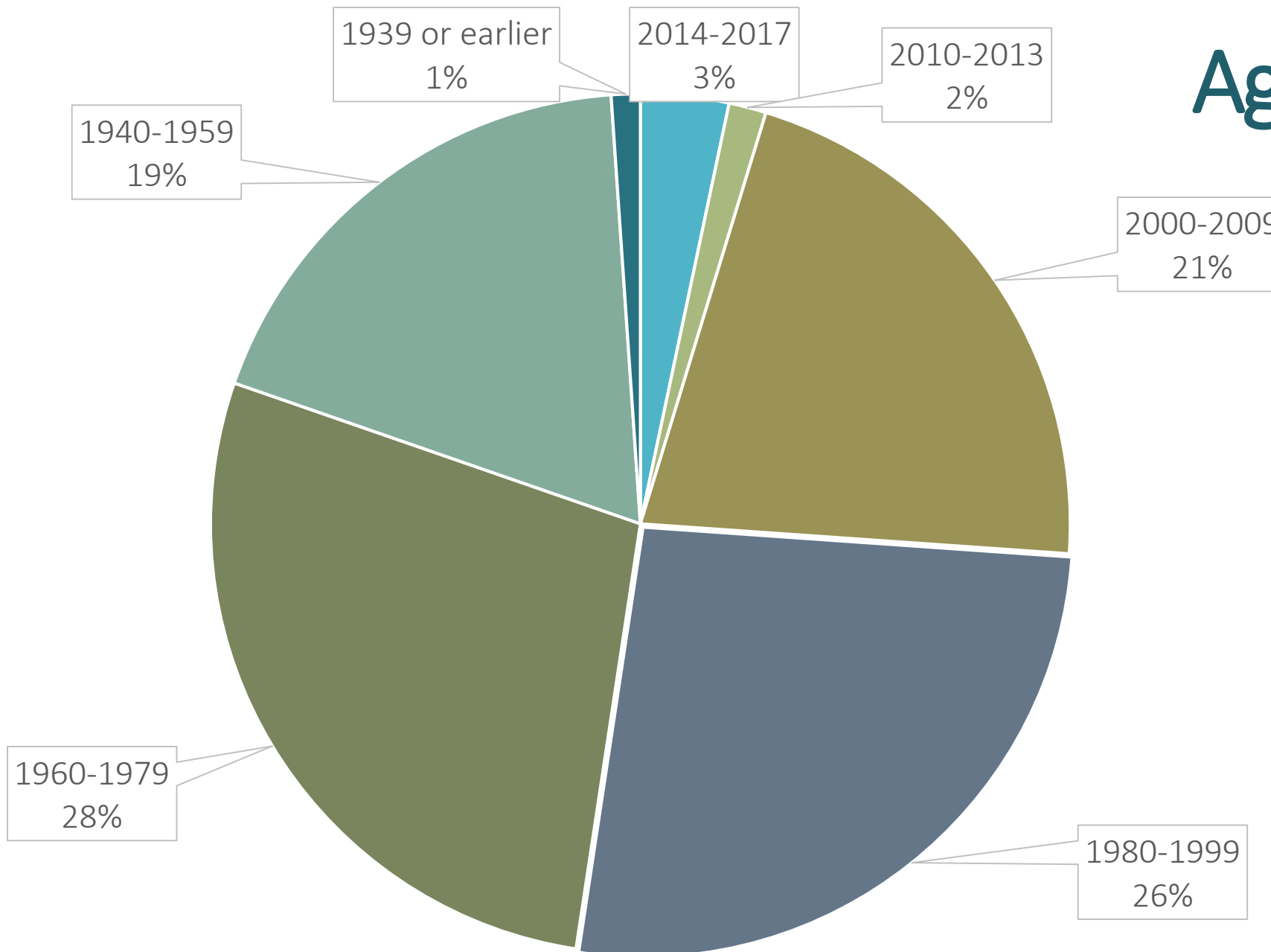
■ 2020 ■ 2035

# Housing Needs Assessment

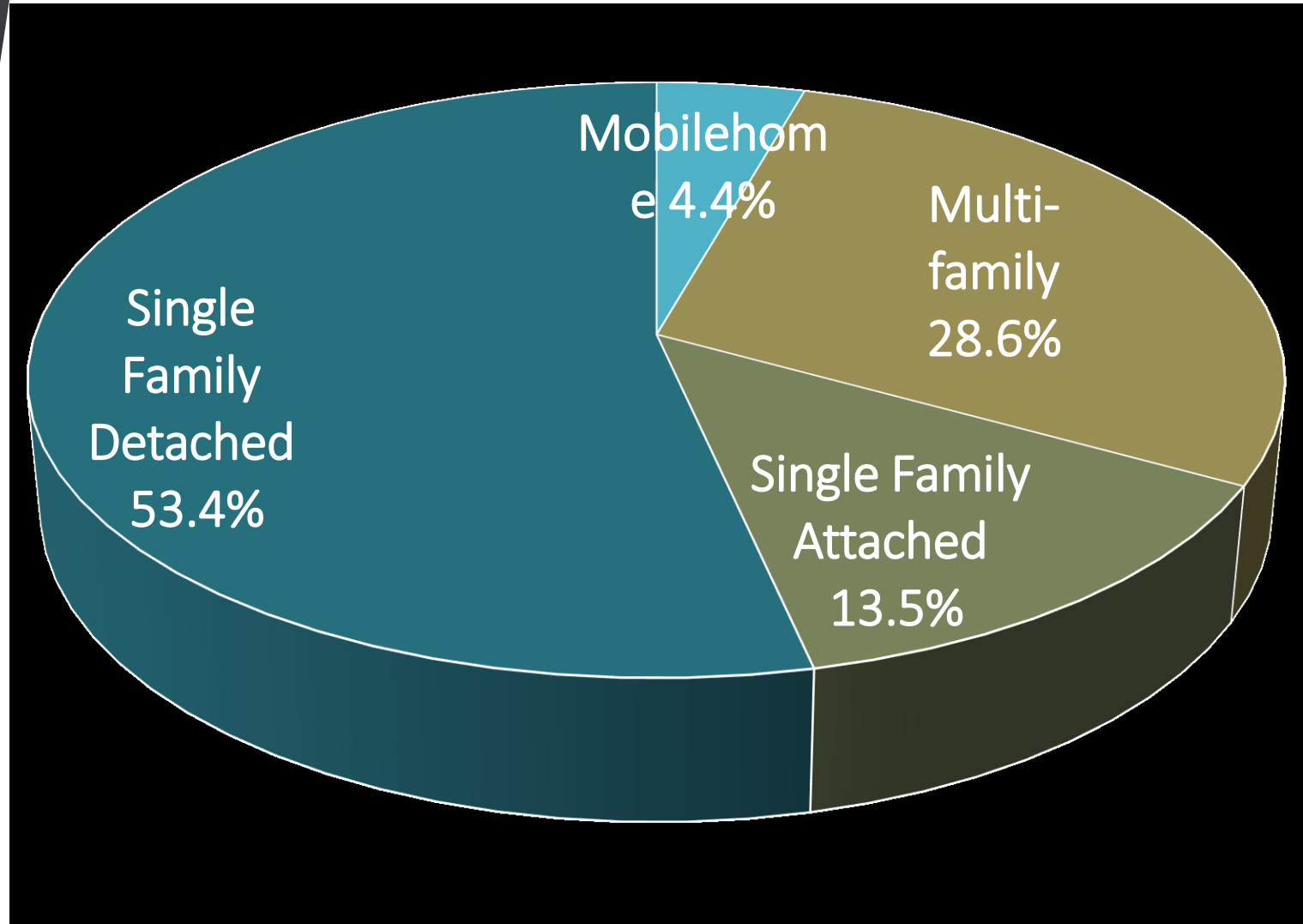
The What, Where and How of Our Housing

# Age of Housing

Total Housing Units = 85,810



# Housing Type

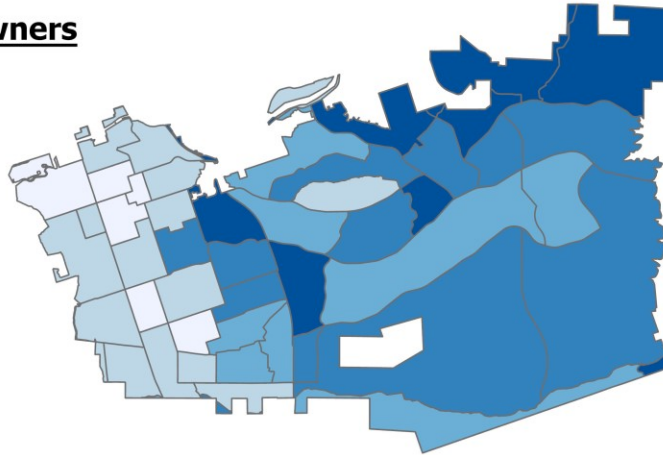




**Percent Owners**



0 1 3 5 Miles



**Legend**

**Chula Vista**

Percentage Owners



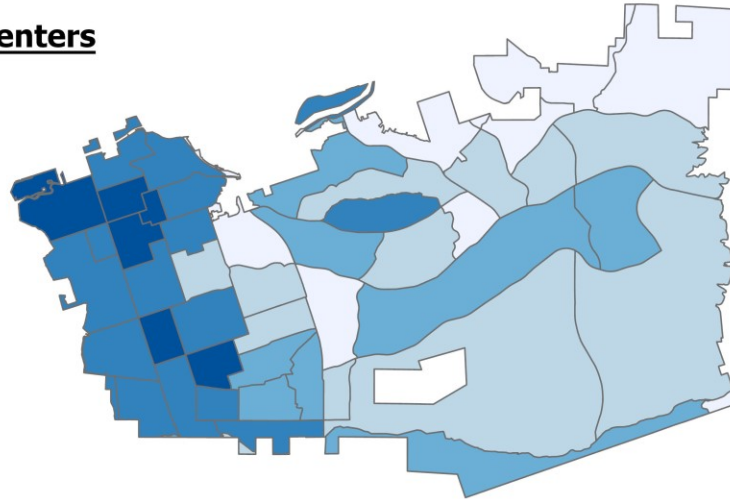
**EAST**  
High Home  
Ownership

Owner vs Renter Occupied Housing For  
Census Tract  
City of Chula Vista

**Percent Renters**



0 1 3 5 Miles



**Legend**

**Chula Vista**

Percentage Renters



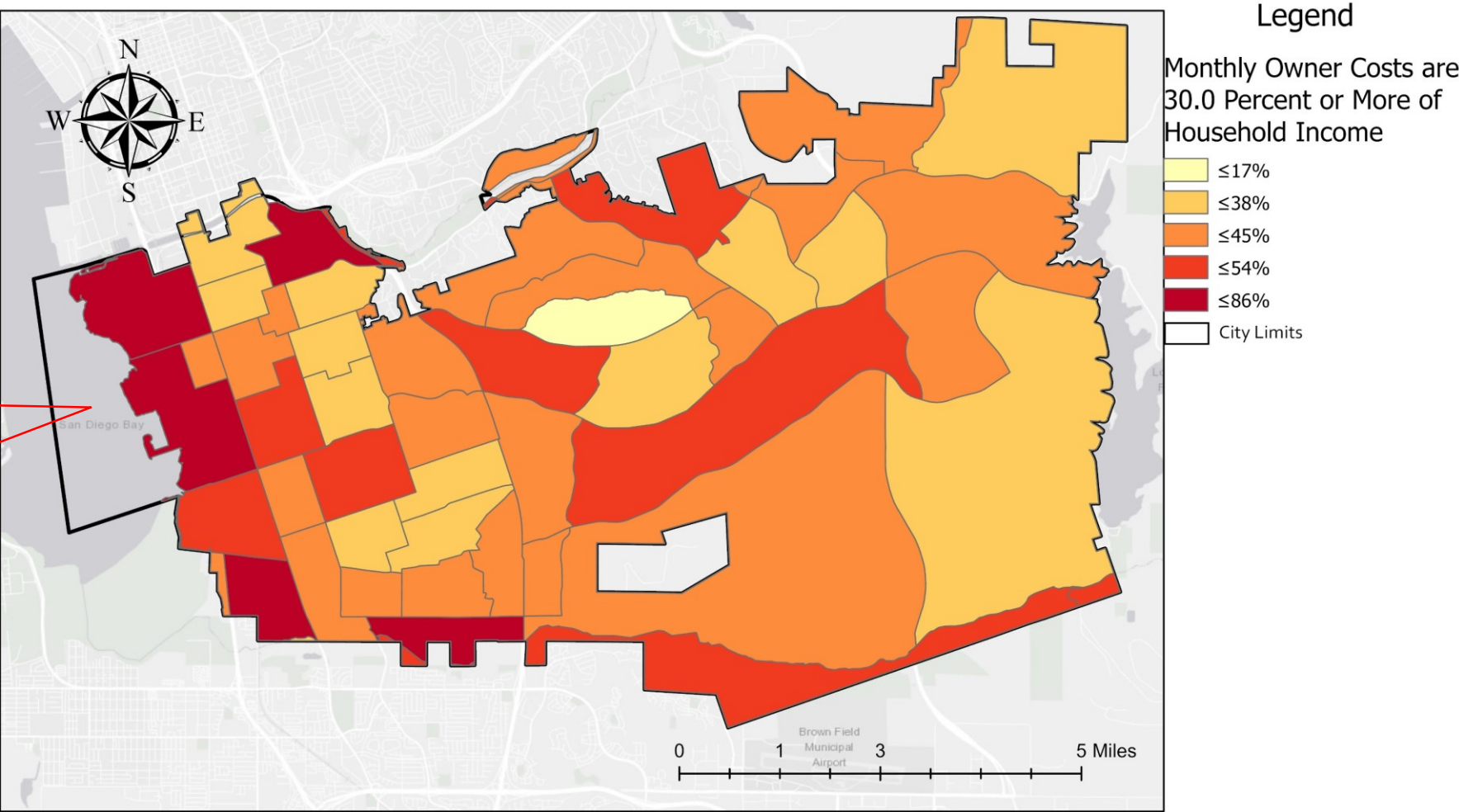
**WEST**  
Predominately  
Renter Occupied

Source

U.S. Census Bureau's American Community Survey  
(ACS) 2014-2018 5-year estimates

# Chula Vista

## Percent of Owner Households with Cost Burdened





# Home & Rent Prices

2 Bedroom Apartment

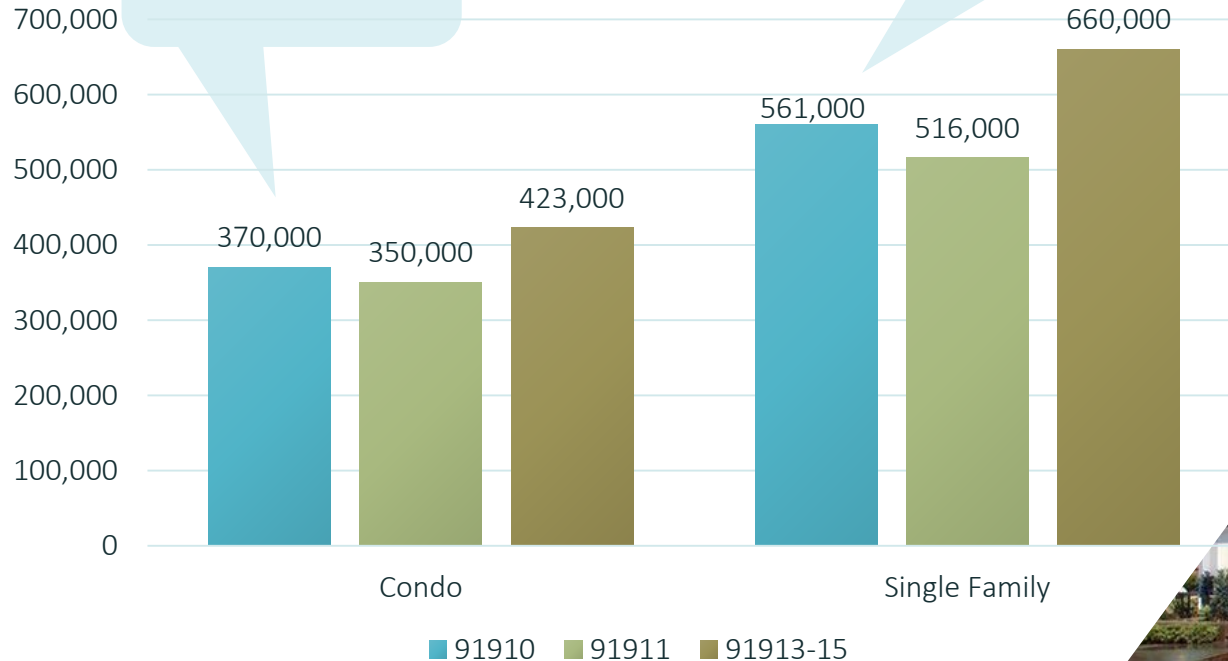
■ \$1,990

\$19.50/hour  
or \$40,600/year

\$26.50/hour  
or \$55,250/year

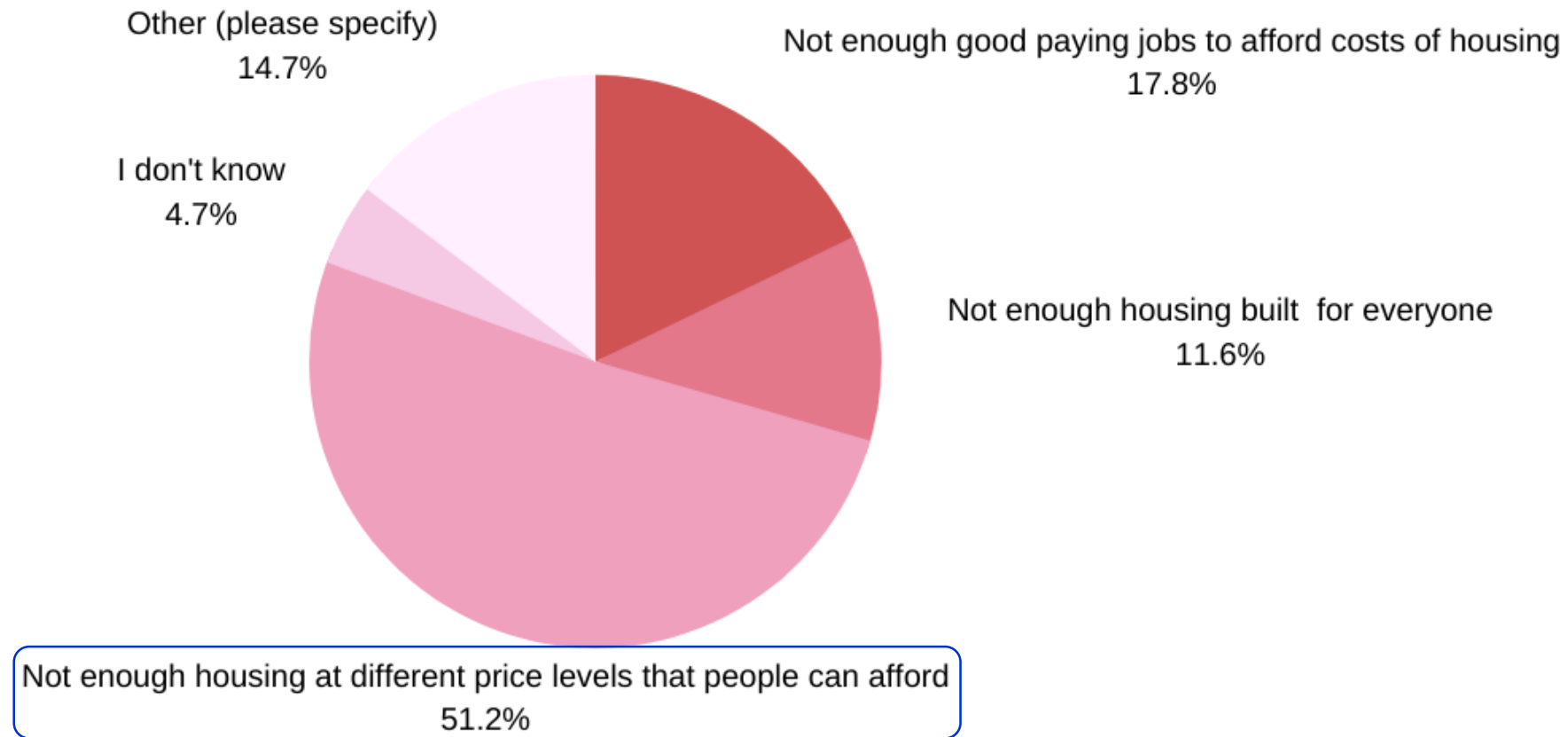
## Home Prices

\$41.25/hour  
or \$85,800/year



Source: Homes sold December 2019

# IN YOUR OPINION, WHAT DO YOU THINK IS THE BIGGEST REASON HOUSING IS TOO EXPENSIVE FOR PEOPLE?



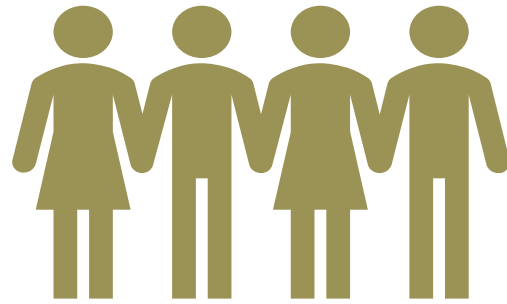
# Key Findings

What we learned and heard

# City Wide Themes



40% increase in City  
population from 2010-  
2050



**Diverse**

Size  
Income  
Ethnicity



**Significant needs:**

Affordable rental housing  
Larger families  
Overpayment  
Homeownership

## WEST of I-805

Majority Lower-Income

Predominately renter-occupied households

Varied & aging housing stock

## EAST of I-805

Higher median household income

Predominately owner-occupied households

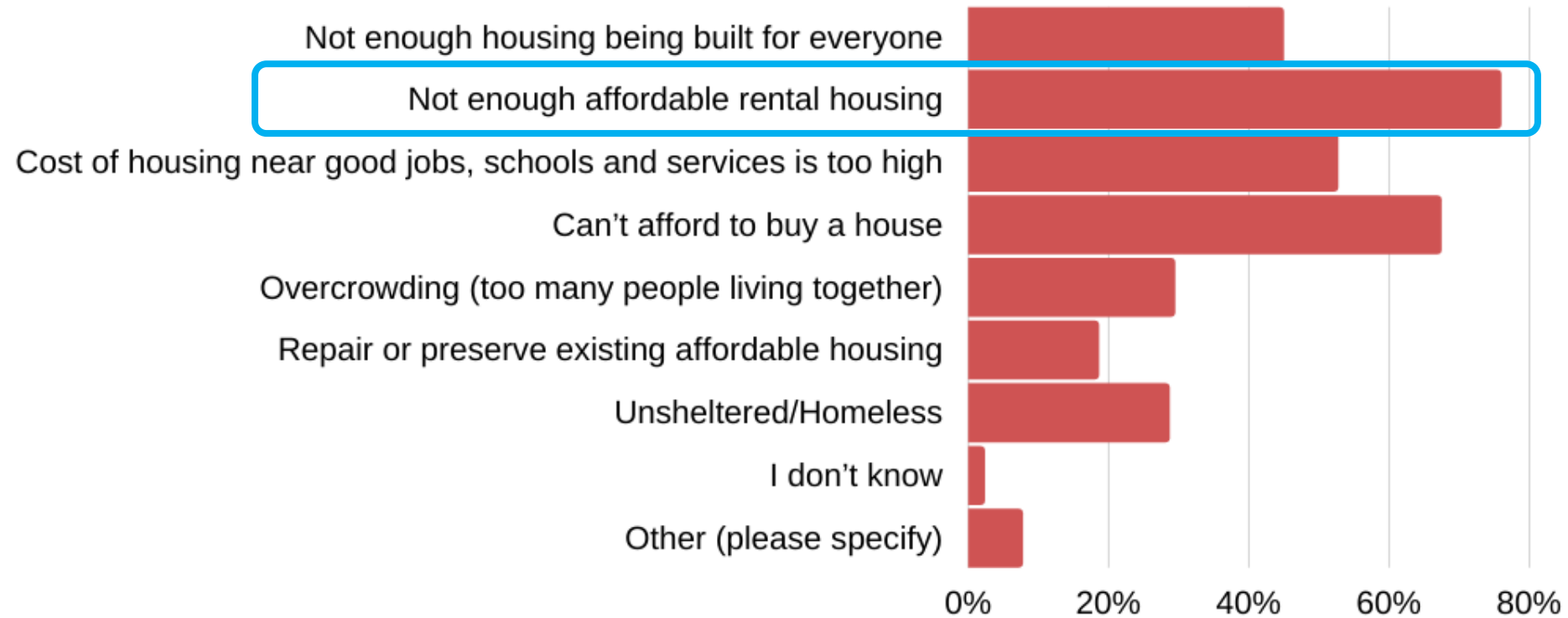
Majority single family housing

Newer housing stock

*Affirmatively Furthering Fair Housing... "taking meaningful actions ... that overcome patterns of segregation and foster inclusive communities" and "address significant disparities in housing needs and in access to opportunity."*



# WHAT DO YOU THINK ARE THE MOST IMPORTANT HOUSING PROBLEMS IN CHULA VISTA? (PLEASE CHOOSE UP TO 3)



Q & A

Review Questions & Comments Received

# Discussion

Goals – What's your vision for Chula Vista



# Housing Element Goals

TELL US MORE....  
What are YOUR  
thoughts and ideas

*Desired results that the City will attempt to reach over the long term. They are general expressions of community values or preferred end states*

GOALS	2013-2020	PROPOSED 2021-2029
1	A Maintained and Enhanced Housing Stock and Neighborhoods	<i>Promote Housing that Helps to Create Safe, Livable, and Sustainable Neighborhoods</i>
2	Housing Opportunities that Meet the City's Diverse Needs (Type, size, ownership level, and income levels)	<i>Facilitate the Construction and Provision of Quality Housing to Meet the City's Diverse Needs (Type, size, ownership level, and income levels)</i>
3	<del>Maximized Funding and Implementation of Services Vital to Community Housing Needs.</del>	<i>Create opportunities for affordable housing, particularly in vulnerable areas AND in areas of opportunity</i>
4		<i>Promote equitable and accessible housing options and resources available. (Education/Outreach)</i>

# Discussion

Policies: Specific statements that will guide decision-making

Programs: Core of the City's housing strategy

TELL US MORE.... What are  
YOUR thoughts and ideas

# Goal 1: Promote Housing that Helps to Create Safe, Livable, and Sustainable Neighborhoods

Proposed Policies	EXAMPLE Programs
Maintenance and repair of existing renter- and owner-occupied housing to prevent deterioration and promote safety.	Rehab program Include accessibility improvements for seniors and people with disabilities Resources to weatherize, remove hazards from, and maintain the properties.
Enforce the building, safety and housing codes through code enforcement efforts.	Coordinate code enforcement efforts with housing rehabilitation
Align housing policies with State and local greenhouse gas reduction strategies	Housing that supports transit use and environmentally sustainable patterns of movement. Housing at major transit nodes, along transit corridors, and in other locations suitable for high intensity housing development, as appropriate. implement and monitor progress on energy and water efficiency, clean and renewable energy, mobility and land use, zero waste Include passive or active green space, such as green roofs, walls, and courtyards, that can provide carbon capture and cooling
Support and promote policies and programs that aim to reduce energy / resource consumption and sustainable building practices	Promote and incentivize energy and resource conservation among homeowners, property owners and managers, and renters

TELL US MORE.... What are  
YOUR thoughts and ideas

## Goal 2: Facilitate the Construction and Provision of Quality Housing to Meet the City's Diverse Needs

(Type, size, ownership level, and income  
levels)

Proposed Policies	Programs
<b>Identify adequate sites available for development to accommodate up to 11,105 dwelling units for the 6th Cycle Housing Element</b>	<p>Monitor residential development to ensure there is an adequate level of remaining development capacity</p> <p>Support residential infill development and promote higher residential density where appropriate.</p> <p>"No Net Loss" program: Build to densities allowed</p> <p>Update as needed Specific Plans, Sectional Planning Area and other planning documents to encourage location- and resource-efficient development; and to provide Programmatic EIRs</p> <p>Require Housing Impact Statements to show impact on RHNA</p>
<b>Continue to identify and implement permitting process improvements</b>	<p>Reduce processing times for projects that meet established criteria as affordable / infill projects or sustainable projects.</p> <p>Periodic review existing and proposed building, planning, engineering and fire policies and standards</p>
<b>Programs that incentivize development of affordable / infill projects or sustainable projects.</b>	<p>Continue to update the Affordable Housing Incentives Zoning Regulations to ensure density bonus incentives are consistent with State Law.</p> <p>Incentivize the provision of ADUs that are restricted for very low and low-income households.</p> <p>New financing tools and methods that provide the infrastructure needed to support transit-oriented, mixed-use infill and affordable housing development</p>
<b>Encourage housing development that meets a variety of special needs, including large families, single parents, disabled persons, the elderly, students, veterans, the homeless, or other non-traditional housing alternatives and utilizing universal design</b>	<p>Short and long term supportive housing and facilities for people experiencing homelessness throughout the City, especially sites that are co-located with support services for health, mental health, and workforce development and that are located near transit</p>

TELL US MORE.... What are  
YOUR thoughts and ideas

Goal 3: Create  
opportunities for  
affordable housing,  
particularly in  
vulnerable areas  
AND in areas of  
opportunity

Proposed Policies	Programs
Preserve existing low-income housing and avoid displacement	Monitor housing lost and replace housing
	Monitor affordable rental units at risk of converting to market rents and support methods to preserve the affordability of these units.
	Incorporate “Right of First Refusal” to purchase properties with expiring affordability agreements
Administer affordable rental and homeownership assistance programs	Review and revised Balanced Communities policy (aka “Inclusionary Housing”
	Attainable homeownership
	Leverage publicly owned land suitable (in terms of geology, topography, proximity to commercial areas) for development and not needed for public use for affordable housing development
Support and engage in innovative methods for financing housing development	Continue to assist with the issuance of bonds, tax credit financing, loan underwriting or other financial tools to help develop or preserve affordable units through various programs.

TELL US MORE.... Your  
thoughts and ideas

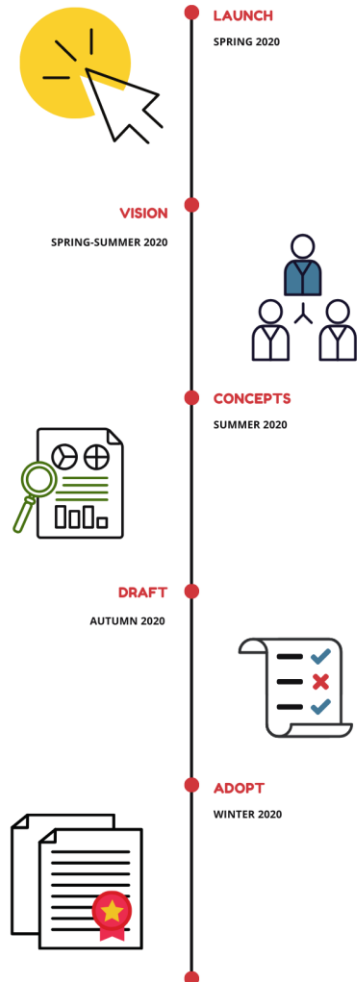
## Goal 4: Promote equitable and accessible housing options and resources available.

(Education/Outreach)

Proposed Policies	EXAMPLE Programs
<b>Make information more easily accessible</b>	Public educational information at various City Offices, on the City website, and other electronic media platforms
	Work with other agencies and organizations in leveraging opportunities for education and outreach
<b>Foster citywide discussion on housing needs, resources, and ideas</b>	Encourage the input and participation of those with lived experience with homelessness when developing programs and policies to address their needs.
	Maintain a comprehensive, consolidated informational resource of housing units for lower-income households.
	Fair housing laws and programs that allow equal housing access for all city residents.
	Work directly with neighborhood groups and individuals to address concerns pertaining to neighborhood needs, problems, trends, and opportunities

Next Steps

## HOUSING ELEMENT UPDATE PROCESS



Date	Task
July 2020	Preliminary Draft Housing Element Profile, Sites Analysis
Aug – Sept	Draft Policies
October	Preliminary Review Draft Housing Element Available
November	Planning Commission/Housing Advisory Commission
December	City Council Authorization for Submittal
Jan – Mar 2021	HCD review and revise, if necessary
<b>April 15, 2021</b>	<b>HCD <b>Deadline</b> for local government housing elements</b>



# For more Information and to Contact Us:



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## Call

[Development Services Department](#)

Housing & Neighborhood Services

(619) 691-5047

## E-Mail City Staff

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## Visit our Website

<http://www.chulavistaca.gov/housing>

